



**Earn up to 7 Hours MCLE Credit  
Including One Hour of Ethics**

**Live! One Day Only!**

# Winemaking for Lawyers

**Inside the Wine Business: Everything a Busy Professional Needs to Know**

**December 1, 2006 • Marriott Waterside Hotel & Marina • Tampa**

**"Paul was just outstanding—his knowledge and presentation were just fantastic. A wonderful and valuable experience."**

David Harris, Esq.  
San Francisco, CA

**"Appreciated comments on implementing winemaking into your life and keeping your day job."**

Bridget Bailey, Vintner, Dry Hollow Vineyards, The Dalles, OR

**"Paul is a dynamic and interesting speaker."**

Steven Hammond, Esq.  
San Francisco, CA

**"Great seminar—never have I seen so many attorneys present after 5:00!"**

David Gittens, Esq., Clarkson, WA

**"Very unique presentation; focused, but allows for a novice and a producer to gather information."**

Robert Bunje, Manager, Independent Exchange Services, Inc., San Francisco, CA

Dear Colleague,

Do you like drinking wine? Have you ever thought about making wine? Opening your own winery? Planting a vineyard? Representing winery clients? Do you think it's impossible to start a winery or vineyard while pursuing your legal career? Let me show you how.

I am the owner/winemaker of Wilridge Winery, an award-winning winery located in Seattle, Washington. What's more, I am a shareholder at Heller Ehrman, one of the 50 largest law firms in the United States. I started Wilridge Winery over 15 years ago while I was a young associate. I built the winery from the ground up, produced wines rated over 90 points and made a profit, all while also practicing law and making partner at Heller Ehrman. And I have had lots of fun doing it.

Please join me and my colleague **Richard Blau** of GrayRobinson for a one-day Seminar on everything a lawyer needs to know about wine, winemaking, growing grapes, starting a winery, and selling wine while also maintaining a successful legal career. You will leave the Seminar with the knowledge needed to make wine, start a bonded winery and represent winery clients. I will tell you the secrets of the wine business and we will taste some great wine, too.

I look forward to spending the day with you.

Sincerely,

Paul Beveridge, Esq.

Owner/Winemaker—Wilridge Winery  
Co-Founder—Wines of Washington Tasting Room



**Paul Beveridge, Esq.**



Visit our website at [cle.com](http://cle.com) for a complete listing of MCLE requirements in all states. You will also find a schedule of our upcoming conferences and a listing of available homestudy courses.

Register Online at [www.cle.com](http://www.cle.com) or Call (800) 873-7130  
Seminar Schedule and Speaker Biographies Inside



**Morning Session 8:30 a.m. – 12:15 p.m.**

**Afternoon Session 1:30 p.m. – 5:30 p.m.**

8:30 Registration and Continental Breakfast

9:00 **Introduction to Winemaking**

How to Make Great Wine and Keep Your Day Job; The Home Vineyard; The Home Winery; The Art, the Science, the Law  
**Paul Beveridge, Esq.**  
*Heller Ehrman, Seattle*

11:00 Morning Break

11:15 **Going Commercial: How to Start Your Own Bonded Winery**

The Permit Application Process; Federal Regulations—Negotiating the Maze; Label Approvals; the Economics  
**Paul Beveridge, Esq.**

12:15 Lunch Break



1:30 **A Real Time Look at an Industry in Transition: The Status of State and Federal Laws Governing the Wine Industry**

How Winemakers Are Affected by *Granholm*; Subsequent Judicial Actions, Including *Costco* and Pending Interstate Retailers' Direct Shipping Litigation; When, Where and by Whom the Direct Sale and Shipment of Wine to Consumers is Permitted; the Florida Legislature's Adoption of the New Alcohol Laws in 2007; New Developments that are Key to Operating a Successful Winery  
**Richard M. Blau, Esq.**  
*GrayRobinson, Tampa*

2:30 **Cashing in on America's Growing Enthusiasm for Wine**

In 2005, Wine Became America's Beverage of Choice for the First Time in Polling History: Tips for Tapping into that Market, Including Multi-State Distribution Agreements, Website Marketing and Online Sales, Chain Retail Sales, Farmers' Markets; On and Off-Premises Tasting Rooms; Charity Participation; Review of Federal and State Restrictions on the Marketing and Advertising of Wine  
**Richard M. Blau, Esq.**

3:15 Afternoon Break

3:30 **Ethics and Alcohol**

Substance Abuse Prevention; Latest Information on Wine, Your Health and the Law  
**Paul Beveridge, Esq.**

4:30 **Wine Tasting Quality: The Subjective and the Objective**

Wine Tasting; Organoleptic Analysis; Federal and State Requirements; Can Quality Be Legislated?

5:30 Evaluations and Adjourn

**Here's what people are saying about Wilridge Wines —**

"One of Washington's hottest wineries."  
— *Wine Spectator Magazine*

"Highest Rated Washington Red Wine"  
— *Wine Enthusiast Magazine*

"One of the best Washington producers of Cabernet Sauvignon"  
— *Karen MacNeil, The Wine Bible*

"Wilridge's secret is the quality of their raw materials."  
— *Wine Spectator Magazine*

Save  
These  
Dates!

Florida Wetlands  
November 16-17, Tampa

Long-Term Care Litigation  
December 7-8, Tampa

Class Actions  
January 25-26, Los Angeles

School Law  
February 22-23, Tampa

Regulatory Takings  
February 22-23, Tampa

NEPA  
March 1-2, Las Vegas

For more information about these and other programs, visit our website at [www.cle.com](http://www.cle.com).

**Paul Beveridge** started Wilridge Winery in 1988. His winery is best known for producing award-winning single vineyard wines from grapes grown at premier locations in Washington State. Current production is limited to Cabernet Sauvignon, Merlot, Syrah, Nebbiolo, Semillon, Pinot Grigio and Viognier. His wines have received multiple medals and high ratings from wine publications.

In 2002, Paul conceived and co-founded the Wines of Washington Tasting Room in Seattle's famous Pike Place Market. His Tasting Room was the first cooperative wine tasting cellar in Washington State. It features over seventy wines from seven boutique wineries, including Wilridge. He is also a board member of the Washington Wine Institute, the Washington State wine industry trade association.

Paul is a shareholder at Heller Ehrman LLP, where he practices a wide variety of regulatory law, including representation of winery and brewery clients in matters of business start up, regulatory compliance, labeling, legislation, trademark and litigation. Paul is a member of Heller Ehrman's "Wine Team," which represents large and small wineries in the United States. Heller Ehrman wrote the successful brief for WineAmerica and the Coalition for Free Trade in the recent Supreme Court case, *Granholm v. Heald*.

**Richard M. Blau** serves as Chair of the ABA's Committee on Beverage Alcohol Practice. He also presides over his firm's Alcohol Beverage and Food Department, focusing on the rules, regulations, and business practices that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages. He has litigated jury and bench trials in state and federal courts, including *Geary Distributing Company v. All Brand Importers, Inc.*, cert. denied, and *Jim Taylor Corporation v. Guinness Import Company*. For the past ten years, he has edited the nationwide *Survey of Reported Judicial Decisions Addressing the 21st Amendment and Related Alcohol Laws* for the ABA and the National Conference of State Liquor Administrators, where he is an Industry Member.

## Continuing Education Credit

**MCLE:** This course has been approved by the Florida State Bar for a maximum of 7 hours of MCLE credit, including one hour of legal ethics.

**CLE INTERNATIONAL** is an approved sponsor of the Florida State Bar, Sponsor No. 750743, and in all jurisdictions with mandatory continuing legal education requirements.

For accreditation in other jurisdictions or disciplines, please contact

**CLE INTERNATIONAL** (800) 873-7130 or (303) 377-6600.

## Registration

Advance registration is recommended, and you are encouraged to mail in your registration early. Or simply call in your registration or homestudy order to (800) 873-7130 or (303) 377-6600, fax the registration form to (303) 321-6320, email your registration to registrar@cle.com or register online at www.cle.com. Full payment is due at time of registration. Walk-in registrations will be subject to space availability. Please call **CLE INTERNATIONAL** at (800) 873-7130 or (303) 377-6600 if you require any special accommodations.

## Reserve Your Room Early

The Seminar will be held at the Marriott Waterside Hotel & Marina, 700 South Florida Avenue, Tampa, FL 33602.

To secure your space and get the best rate, please contact Community World Travel at (888) 724-0500 or (303) 316-4833 or visit www.communityworldtravel.com.

## Tuition

The tuition fee of \$395 per person (\$345 for government employees, 501(c)(3) organizations, full-time judges, law students and paralegals) includes attendance at all sessions, course materials, continental breakfast, coffee breaks and wine tasting.

## Save When Two or More Register

Save \$100 or more with our multiple registrant discount! For two or more registering from the same firm, tuition is only \$345 per person (\$295 for government employees, 501(c)(3) organizations, full-time judges, law students and paralegals).

## Sponsorship Information

Sponsorship and exhibition opportunities are still available. For more information, please contact Shauna Kraczek, at (800) 873-7130, or shauna@cle.com.

## Course Materials

Each registrant will receive a set of materials prepared by Paul Beveridge and Richard Blau especially for this Seminar, which will serve as a valuable future reference. The course materials alone are available for \$95 plus \$10 shipping and handling.

## Homestudy Package

**CLE INTERNATIONAL** also offers a complete audio transcript of the Seminar (including all course materials) for \$395 plus \$10 shipping and handling. This package may qualify for homestudy credit.

## Cancellation

Full tuition refunds (less a \$50 administrative charge) will be given only if notice of cancellation is received by 5:00 p.m. MST seven days preceding the Seminar. Substitutions may be made at any time.

## About CLE INTERNATIONAL

**CLE INTERNATIONAL**, a leading provider of continuing education, has been presenting high-quality professional education programs nationwide since 1983.

**CLE International Managing Program Attorney: Heidi A. Ray, heidi@cle.com.**

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# Winemaking for Lawyers

Inside the Wine Business: Everything a Busy Professional Needs to Know

December 1, 2006 • Marriott Waterside Hotel & Marina • Tampa

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Name: \_\_\_\_\_

Name: \_\_\_\_\_

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Check here if you do not want email notification of future programs.

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- Course Materials Only
- Audio Homestudy Course (Audio Transcripts and Materials)
- Email Notification of Future Conferences

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# Winemaking for Lawyers

The Art, the Science, the Economics and the Law

December 1, 2006 • Marriott Waterside Hotel & Marina • Tampa

**Representing Winery Clients**

**Wine Tasting Reception  
Included in Your Tuition!**

**How to Make Great Wine and Keep Your Day Job**

**Hot Legal Issues in the Wine Industry**

**Going Commercial: How to Start a Bonded Winery**

**Selling Your Wine—Interstate Distribution**

